<u>WHAT IS CLAIMED IS</u>:

1   1.   A method for reverse logistics, comprising the steps of:

2   offering used goods, owned by an actual seller, for sale over an internet exchange portal;

3   selling a right to market the used goods to a virtual seller;

4   marketing the used goods over the portal under direction of the virtual seller;

5   identifying an actual buyer; and

6   selling the used goods to the actual buyer.

1   2.   The method of claim 1, wherein the used goods are subject to rapid depreciation.

1   3.   The method of claim 1, wherein the used goods are used computer goods.

1   4.   The method of claim 1, wherein:

2   the virtual seller is a manufacturer of new goods; and

3   the actual seller is a strategic account customer of the manufacturer.

1   5.   The method of claim 4, wherein the selling a right step further includes the step of:

2   charging the actual seller a lower price for acquiring the new goods in exchange for

3 marketing the used goods.

1   6.   The method of claim 1, wherein the marketing step includes the steps of:

2   categorizing the used goods; and

3   differentiating marketing by category.

1   7.   The method of claim 6, wherein the categorizing step includes the step of:

2   categorizing the used goods by their condition.

1   8.   The method of claim 7, wherein the categories include acceptable, unacceptable, and

2   mixed acceptability.

1   9.   The method of claim 6, wherein the categorizing step includes the step of:

2   categorizing the used goods by marketability.

1   10.   The method of claim 9, wherein the marketability categories include marketable,

2   unmarketable, and mixed marketability.

1   11.   The method of claim 6, wherein the categorizing step includes the step of:

2   categorizing the used goods by functionality levels.

1   12.   The method of claim 11, wherein the functionality levels include systems, devices,

2   components, parts, and materials.

1   13.   The method of claim 6, wherein:

2   the marketing step includes the step of virtually differentiating a portion of the used

3   goods into both a first category and a second category;

4   the identifying step includes the steps of,

5   receiving a first offer for the first category from a first actual buyer; and

6   receiving a second offer for the second category from a second actual buyer,

7   wherein the second offer is of greater value than the first offer; and

8   the selling the used goods step includes the step of selling the portion of used goods to

9   the second actual buyer.

1   14.   The method of claim 6, wherein:

2   the marketing step includes the steps of,

3   virtually differentiating the used goods into a matrix of categories; and

4   simultaneously marketing each of category in the matrix; and

5   the identifying step includes the step of receiving a set of offers for each of category in

6   the matrix; and

7   the selling the used goods step includes the step of accepting those offers which

8   maximize value returned to the actual seller for the used goods.

1   15.   The method of claim 6, wherein the marketing step includes the step of:

2   virtually aggregating the used goods from a first actual seller with other used goods from

3   a second actual sellers into a matrix of categories;

4   the identifying step includes the step of receiving a set of offers for each of category in

5   the matrix; and

6   the selling the used goods step includes the step of accepting those offers which

7   maximize value returned to the first actual seller.

1   16.   The method of claim 1, further including the steps of:

2   obtaining credit for a predetermined amount of funds from a creditor on behalf of the

3   actual buyer; and

4   delaying payment of the funds from the creditor to the actual seller until after the actual

5   buyer inspects and approves the used goods.

1   17.   A computer-usable medium embodying computer program code for commanding a

2   computer to perform reverse logistics, comprising the steps of:

3   offering used goods, owned by an actual seller, for sale over an internet exchange portal;

4   selling a right to market the used goods to a virtual seller;

5   marketing the used goods over the portal under direction of the virtual seller;

6   identifying an actual buyer; and

7   selling the used goods to the actual buyer.

1   18.   The computer-usable medium of claim 17, wherein:

2   the virtual seller is a manufacturer of new goods; and

3   the actual seller is a strategic account customer of the manufacturer.

1   19.   The computer-usable medium of claim 18, wherein the selling a right step further

2   includes the step of:

3   charging the actual seller a lower price for acquiring the new goods in exchange for

4   marketing the used goods.

1   20.   The computer-usable medium of claim 17, wherein the marketing step includes the steps

2   of:

3   categorizing the used goods; and

4   differentiating marketing by category.

1   21.   The computer-usable medium of claim 20, wherein:

2   the marketing step includes the step of virtually differentiating a portion of the used

3   goods into both a first category and a second category;

4   the identifying step includes the steps of,

5   receiving a first offer for the first category from a first actual buyer; and

6   receiving a second offer for the second category from a second actual buyer,

7   wherein the second offer is of greater value than the first offer; and

8   the selling the used goods step includes the step of selling the portion of used goods to

9   the second actual buyer.

10

1   22.   The computer-usable medium of claim 20, wherein:

2   the marketing step includes the steps of,

3   virtually differentiating the used goods into a matrix of categories; and

4   simultaneously marketing each of category in the matrix; and

5   the identifying step includes the step of receiving a set of offers for each of category in

6   the matrix; and

34

7   the selling the used goods step includes the step of accepting those offers which

8   maximize value returned to the actual seller for the used goods.

1   23.   The computer-usable medium of claim 20, wherein the marketing step includes the step

2   of:

3   virtually aggregating the used goods from a first actual seller with other used goods from

4   a second actual sellers into a matrix of categories;

5   the identifying step includes the step of receiving a set of offers for each of category in

6   the matrix; and

7   the selling the used goods step includes the step of accepting those offers which

8   maximize value returned to the first actual seller.

1   24.   The computer-usable medium of claim 17, further including the steps of:

2   obtaining credit for a predetermined amount of funds from a creditor on behalf of the

3   actual buyer; and

4   delaying payment of the funds from the creditor to the actual seller until after the actual

5   buyer inspects and approves the used goods.

1   25.   A system for reverse logistics, comprising:

2   means for offering used goods, owned by an actual seller, for sale over an internet

3   exchange portal;

4   means for selling a right to market the used goods to a virtual seller;

5   means for marketing the used goods over the portal under direction of the virtual seller;

6   means for identifying an actual buyer; and

7   means for selling the used goods to the actual buyer.

1   26.   The system of claim 25, wherein:

2   the virtual seller is a manufacturer of new goods; and

3   the actual seller is a strategic account customer of the manufacturer.

1   27.   The system of claim 26, wherein the means for selling a right further includes:

2   means for charging the actual seller a lower price for acquiring the new goods in

3 exchange for marketing the used goods.

1   28.   The system of claim 25, wherein the means for marketing includes:

2   means for categorizing the used goods; and

3   means for differentiating marketing by category.

1   29.   The system of claim 28, wherein:

2   the means for marketing includes means for virtually differentiating a portion of the used

3 goods into both a first category and a second category;

4   the means for identifying includes,

5   means for receiving a first offer for the first category from a first actual buyer;

6   and

7   means for receiving a second offer for the second category from a second actual

8   buyer, wherein the second offer is of greater value than the first offer; and

36

9   the means for selling the used goods includes means for selling the portion of used goods

10   to the second actual buyer.

11

1   30.   The system of claim 28, wherein:

2   the means for marketing includes,

3   means for virtually differentiating the used goods into a matrix of categories; and

4   means for simultaneously marketing each of category in the matrix; and

5   the means for identifying includes means for receiving a set of offers for each of category

6   in the matrix; and

7   the means for selling the used goods includes means for accepting those offers which

8   maximize value returned to the actual seller for the used goods.

1   31.   The system of claim 28, wherein the means for marketing includes:

2   means for virtually aggregating the used goods from a first actual seller with other used

3   goods from a second actual sellers into a matrix of categories;

4   the means for identifying includes means for receiving a set of offers for each of category

5   in the matrix; and

6   the means for selling the used goods includes means for accepting those offers which

7   maximize value returned to the first actual seller.

1   32.   The system of claim 25, further including:

2   means for obtaining credit for a predetermined amount of funds from a creditor on behalf

3   of the actual buyer; and

4   means for delaying payment of the funds from the creditor to the actual seller until after

5   the actual buyer inspects and approves the used goods.